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In the claims:

Please amend the claims as follows.

1. (Currently amended) A customer information control system comprising:  
an address assigning section ~~stored on a computer readable medium and~~ configured to assign an individual e-mail address to a customer, to receive an electronic message from the customer;  
a memory section configured to store the individual e-mail address;  
a communicating section ~~stored on a computer readable medium and~~ configured to receive an electronic message from the customer; and  
a checking section ~~stored on a computer readable medium and~~ configured to examine whether a destination address of the electronic message is in agreement with the individual e-mail address stored in the memory section.
2. (Previously amended) The customer information control system as claimed in Claim 1, wherein the address assigning section assigns the individual e-mail address uniquely to each customer; and the memory section stores the individual e-mail address of each customer in association with customer information on that customer.
3. (Previously amended) The customer information control system as claimed in Claim 2, wherein the address assigning section assigns the individual e-mail address to each customer in response to a first act of the customer, and enables the customer to express a second act subsequent to the first act by using the individual e-mail address.

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4. (Previously amended) The customer information control system as claimed in Claim 3, wherein the memory section stores the individual e-mail address as a pair with the customer information for each customer; and the checking section examines the destination address of the electronic message to effect the second act and the customer information used in the electronic message to effect the second act, to determine whether the destination address and the customer information of the electronic message to effect the second act are in agreement with the individual e-mail address and the customer information stored as a pair in the memory section.

5. (Previously amended) The customer information control system as claimed in Claim 4, wherein the address assigning section causes the communicating section to notify each customer of the individual e-mail address dedicated to the customer to enable the customer to express the second act, by sending an email message having the individual e-mail address as a return address of the email message.

6. (Previously amended) The customer information control system as claimed in Claim 5, wherein the customer information comprises a customer address; the memory section stores the individual e-mail address as a pair with a customer address; and the checking section examines the destination address and a sender address of an email message to effect the second act, to determine whether the destination address and the sender address of the email message to effect the second act are in agreement with the individual e-mail address and the customer address stored as a pair in the memory section.

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7. (Original) The customer information control system as claimed in any of Claims 3 to 6, wherein the customer information control system is a sales support system, and further comprises a sales support section to obtain customer information on each customer, and to perform a responsive sales support action based on the customer information in response to the first act of each customer.

8. (Previously amended) The customer information control system as claimed in Claim 7, wherein the sales support section responds to the first act in the form of a computer-readable electronic message for a sales contract, by performing the sales support action to complete the sales contract; and wherein the sales support section is configured to perform the responsive sales support action in accordance with the customer information which comprises personal information and purchase-related information on a sales contract; and the memory section is configured to store the individual e-mail address in association with the personal information and purchase-related information for each customer.

9. (Original) The customer information control system as claimed in Claim 8, wherein the sales support section is configured to arrange a date of delivery in response to the first act of each customer for a sales contract, and to notify each customer of the date of delivery for the customer.

10. (Original) The customer information control system as claimed in Claim 8 or 9, wherein the purchase-related information comprises order information; the sales support section comprises a product data storage section to store data on products; a data management section to

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retrieve data on a product specified by the order information, from the product data storage section; and an estimating section to draw up an estimate of the product in accordance with the information obtained from the product data storage section.

11. (Original) The customer information control system as claimed in Claim 8, 9 or 10, wherein the purchase-related information comprises trade-in information on a trade-in vehicle; the sales support section comprises a used car data storage section to store information on pre-owned vehicles; a data management section to retrieve data on a trade-in vehicle specified by the trade-in information, from the trade-in data storage section; and an assessing section to draw up an assessment of the trade-in vehicle in accordance with the data obtained from the trade-in data storage section.

12. (Original) The customer information control system as claimed in Claim 8, 9, 10 or 11, wherein the purchase-related information comprises credit information on credit for a customer, and the sales support section comprises an examining section to determine whether to allow credit or not, in accordance with the personal information and credit information.

13. (Original) The customer information control system as claimed in Claim 8, 9, 10, 11 or 12, wherein the customer information control system comprises a server system which comprises said address assigning section, said memory section, said communicating section, and said checking section, and at least one terminal comprising an input section to input the personal information and purchase-related information, and a communicating section to transmit the personal information and purchase-related information to the server system.

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14. (Currently amended) A customer information control method comprising:  
assigning an individual e-mail address to a customer;  
memorizing the individual e-mail address; and  
receiving ~~examining~~ a subsequent electronic message from the customer[,] ~~following~~  
~~receipt thereof if received~~[,] and  
~~to determine~~ determining whether a destination address of the subsequent electronic  
message is in agreement with the individual e-mail address memorized.

15. (Previously amended) The customer information control method as claimed in Claim  
14,

wherein an individual e-mail address is uniquely assigned to each of customers in  
response to a first act of the customer, and memorized in association with customer information  
on the customer; and

wherein the customer information control method further comprises:

receiving information representing the first act of each customer, and customer  
information on the customer; and

enabling each customer to express a second act subsequent to the first act by using the  
individual e-mail address assigned to the customer.

16. (Previously amended) The customer information control method as claimed in  
Claim 15, wherein the customer information comprises a customer address, the individual e-mail  
address is memorized as a pair with the customer address, and the destination address and a

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sender address of the subsequent electronic message are examined to determine whether the destination address and the sender address match the individual e-mail address and customer address memorized as a pair; and wherein the customer is notified of the individual e-mail address by sending, to the customer address, an email message having the individual e-mail address as a return address.

17. (Previously amended) The customer information control method as claimed in Claim 15 or 16, wherein the customer information control method further comprises:  
performing a first responsive sales support action in response to the first act from each customer; and

performing a second responsive sales support action in response to the subsequent electronic message from the customer only when the destination address of the subsequent electronic message is in agreement with the individual e-mail address.

18. (Previously amended) The customer information control method as claimed in Claim 17, wherein the customer information control method further comprises performing a third responsive sales support action in response to the subsequent electronic message from the customer when the destination address of the subsequent electronic message is not in agreement with the individual e-mail address.

19. (Original) The customer information control method as claimed in Claim 18, wherein the first act of each customer is in the form of a preceding electronic message to perform a transaction, the subsequent electronic message is an email message to alter the transaction, and

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the third responsive sales support action comprises an operation to send an email message notifying the customer that alteration of the transaction is not entered.

20. (Previously amended) A computer-readable medium bearing an executable computer program for customer information control, the computer program comprising:

- a first program section of assigning an individual e-mail address in response to a computer-readable first electronic message;
- a second program section of memorizing the individual e-mail address;
- a third program section of enabling the customer to send a computer-readable second electronic message to the individual e-mail address assigned to the customer; and
- a fourth program section of checking a destination address of the computer-readable second electronic message, to determine whether the destination address is memorized as the individual e-mail address.

21. (Cancelled)

22. (Previously amended) An apparatus for customer information control, the apparatus comprising:

- means for receiving information representing a first customer's electronic message addressed from a customer to a vendor;
- means for assigning an individual e-mail address to the customer in response to the customer's first message;
- means for recording the individual e-mail address assigned to the customer;

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means for supplying the individual e-mail address to the customer;

means for checking a customer's second electronic message, if received, to determine whether a destination address of the second electronic message is recorded as the individual e-mail address;

means for performing a first responsive operation when the destination address matches the individual e-mail address memorized; and

means for performing a second responsive operation when the destination address is not memorized as the individual e-mail address.

23. (Previously amended) A transaction method comprising:

transmitting a first electronic message to make a transaction, to an online business site;

obtaining, from the online business site, an individual address uniquely assigned in response to the electronic message;

sending a second electronic message to the individual e-mail address; and

receiving a business action responsive to the second electronic message, from the online business site if a destination address of the second electronic message is in agreement with the individual e-mail address assigned to the customer.

24. (Previously amended) The transaction method as claimed in Claim 23, wherein the first electronic message is a first email message from a customer address to an email address of the online business site, the individual e-mail address is uniquely assigned to the customer address, and the second electronic message is a second email message from the customer address to the individual e-mail address.



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25. (Previously amended) The transaction method as claimed in Claim 23, wherein the first electronic message is transmitted by accessing the online business site which is a web site, to request information relating to the transaction; the transaction method further comprises supplying information about a customer address to the online business site; and the second electronic message is an email message sent from the customer address to the individual e-mail address.

26. (Previously amended) A terminal apparatus comprising:  
an input section to input personal information about a customer and purchase-related information about purchase;  
a communication section to transmit the personal information and the purchase-related information to a server through a communication network, and to obtain an individual e-mail address assigned uniquely to the customer; and  
a processor section to transmit an email message from a customer address to the individual e-mail address.

27. (Previously amended) A computer-readable medium bearing instructions for a customer information control method, that upon execution of the instructions causes one or more processors to perform the steps of:

assigning an individual e-mail address to a customer;  
memorizing the individual e-mail address; and

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examining a subsequent electronic message, following receipt thereof if received, to determine whether a destination address of the subsequent electronic message is in agreement with the individual e-mail address memorized.

28. (Previously amended) A computer-readable medium bearing instructions for a transaction method, that upon execution of the instructions causes one or more processors to perform the steps of:

transmitting a first electronic message to make a transaction, to an online business site;  
obtaining, from the online business site, an individual e-mail address uniquely assigned in response to the electronic message;  
sending a second electronic message to the individual e-mail address; and  
receiving a business action responsive to the second electronic message, from the online business site if a destination address of the second electronic message is in agreement with the individual e-mail address assigned to the customer.

29. (Previously amended) Customer information control equipment comprising:  
receiving means for receiving a first message from a customer,  
a processor for assigning to the customer an individual e-mail address,  
storage means for storing the individual e-mail address,  
transmitting means for transmitting the individual e-mail address to the customer,  
wherein, if a further message is received from the customer by the receiving means, the processor is configured to compare the destination address to which the further message is sent, with the individual e-mail address stored in the storage means for the customer, and to perform a

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first response if the destination address matches the individual e-mail address or to perform a second response if the destination address does not match the individual e-mail address.

30. (Currently amended) A customer information control server, comprising:

- a network interface connecting said server to a network to which there is connected at least one customer terminal;
- a storage device storing customer data including an individual e-mail address for said at least one customer;
- instruction memory storing computer implementable instructions; and
- a processor operable to read and process said customer data in accordance with said instructions stored in said instruction memory, wherein said instructions stored in said instruction memory comprise instructions for controlling said processor to
  - receive a customer's first e-mail message from said customer via said network interface;
  - assign an individual e-mail address to said customer;
  - input said individual e-mail address for said customer to said storage device;
  - transmit a server's e-mail message to notify said individual e-mail address, to said customer terminal via said network interface;
  - receive a customer's further message from said customer terminal via said network interface;
  - compare a destination address of said customer's further message with said individual e-mail address stored by said storage device; and

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perform a first response if said destination address matches said individual e-mail address or to perform a second response if said destination address does not match said individual e-mail address.

31. (New) The customer information control system as claimed in Claim 1 wherein:  
the address assigning section is configured to create a plurality of individual e-mail addresses uniquely to a plurality of customers, and to assign the individual e-mail addresses uniquely to the customers;  
the memory section is configured to store the individual e-mail address and a customer's e-mail address of each of the customers in pair;  
the communicating section is configured to receive a customer's e-mail message from at least one of the customers; and  
the checking section is configured to examine whether the destination address of the customer's e-mail message is identical with the individual e-mail address stored in the memory section and at the same time a sender address of the customer's e-mail message is identical with the customer's address stored in the memory section in pair with the individual e-mail address.

32. (New) The customer information control method as claimed in Claim 14, wherein the customer information control method comprises:  
creating first and second individual e-mail addresses to first and second customers;  
assigning the first and second individual e-mail addresses, respectively, to the first and second customers by sending a first system's e-mail message sent from the first individual e-mail address to a first customer's address of the first customer, and a second system's e-mail message

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sent from the second individual e-mail address to a second customer's address of the second customer;

memorizing the first individual e-mail address in pair with the first customer's address, and the second individual e-mail address in pair with the second customer's address;

receiving the subsequent e-mail message; and

determining whether the destination address of the subsequent electronic message is identical with the first individual e-mail address and at the same time a sender address of the subsequent e-mail message is identical with the first customer's address or whether the destination address of the subsequent electronic message is identical with the second individual e-mail address and at the same time the sender address of the subsequent e-mail message is identical with the second customer's address.

33. (New) An apparatus for customer information control, the apparatus comprising:

means for receiving a customer's first electronic message addressed from a customer to a vendor, the first customer's electronic message having a customer's address as a sender address and a vendor's address as a destination address;

means for creating and assigning an individual address to the customer in response to the customer's first electronic message;

means for recording the individual address assigned to the customer in pair with the customer's address;

means for sending a vendor's first electronic message to the customer, the vendor's first electronic message having the individual address as the sender address and the customer's

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address as the destination address to enable the customer to send an electronic message using the individual address as the destination address;

means for checking a customer's second electronic message, if received, to determine whether the destination address of the customer's second electronic message is identical to the individual address recorded in pair with the customer's address, and at the same time the sender address of the customer's second electronic message is identical with the customer's address recorded in pair with the individual address;

means for performing a first responsive operation when the destination address of the customer's second electronic message is identical to the individual address recorded in pair with the customer's address, and at the same time the sender address of the customer's second electronic message is identical with the customer's address recorded in pair with the individual address; and

means for performing a second responsive operation when the destination address of the customer's second electronic message is not identical to the individual address recorded in pair with the customer's address, or the sender address of the customer's second electronic message is not identical with the customer's address recorded in pair with the individual address.